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In the United States Patent and Trademark Office

Application Number: 10/807,866

Application Filed: March 23, 2004

Applicant: Ted M. Dean

Title: NEW AND IMPROVED RETAIL MERCHANDISING STRIP AND METHOD FOR MAKING SAME

Examiner: Patricia L. Nordmeyer

Art Unit: 1794

RESPONSE TO OFFICE ACTION OF MAILING DATE 03/08/2010

RESPONSE TO ADVISORY ACTION OF MAILING DATE 05/17/2010

Commissioner for Patents

Alexandria, Virginia 22313-1450

Applicant hereby submits the following response to the Office Action of mailing date 03/08/10, pursuant to 37 CFR §1.113 and 37 CFR §1.116(b)(1), and Advisory Action of mailing date 05/17/2010:

Amendments to the Claims are reflected in the listing of claims which begins on page **two (2)** of this paper; and

Remarks / Arguments begin on **page six (6)** of this paper.